

July 29, 2011

Trade name: Noevir Holdings Co., Ltd.
Representative: Takashi Okura, President and Representative Director
(Securities Code Number: 4928; TSE, Second Section)
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Announcement Concerning the Company's Shareholder Benefit Program

Noevir Holdings Co., Ltd. announced details of its shareholder benefit program, which were determined by the Board of Directors at a meeting held today.

1. Objective of the shareholder benefit program

In order to further enhance understanding, ensure continued favor and promote long-term investment in the Company's stocks, the Company has introduced a shareholder benefit program offering a selection of the Group's products as a show of appreciation for the ongoing support of shareholders.

2. Shareholder eligibility

Shareholders of record as of September 30 (the Company's year-end date) and March 31 (the interim date) each year, who hold one trading unit* or more of the Company's stock, are eligible to participate in the shareholder benefit program.

* One trading unit is equivalent to 100 shares.

3. Commencement date of benefit program implementation

The program will be implemented for shareholders of record as of September 30, 2011.

4. Details of benefits

The Company is pleased to provide the following Group products in accordance with the number of shares held twice each year as of the end of the interim and full fiscal year period.

- Shareholders who hold 1,000 or more shares
A choice from a selection of products presented in a catalog forwarded to each eligible shareholders up to a maximum amount of ¥20,000 net of tax. Shareholders who do not provide details of a specific selection will be forwarded a predetermined Group product set to the value of ¥20,000 net of tax.
- Shareholders who hold between 100 and 999 shares
Shareholders will be forwarded a predetermined Group product set to the value of ¥2,000 net of tax.